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RefWorks
2007-2008

Metric													2007-2008		Cost per
	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Total	Price	unit
New Users	\$8.00	\$19.00	\$60.00	\$75.00	\$23.00	\$11.00	\$10.00	\$78.00	\$16.00	\$21.00	\$8.00	\$6.00	335	\$12,485.00	\$37.27
Repeat Users	\$16.00	\$17.00	\$34.00	\$57.00	\$89.00	\$74.00	\$34.00	\$58.00	\$76.00	\$91.00	\$42.00	\$23.00	611	\$12,485.00	\$20.43
Total Monthly Users	\$24.00	\$36.00	\$94.00	\$132.00	\$112.00	\$85.00	\$44.00	\$136.00	\$92.00	\$112.00	\$50.00	\$29.00	946	\$12,485.00	\$13.20
Total Sessions per month	\$168.00	\$93.00	\$294.00	\$721.00	\$559.00	\$340.00	\$176.00	\$488.00	\$355.00	\$640.00	\$127.00	\$137.00	4,098	\$12,485.00	\$3.05
Average Sessions Per User	\$7.00	\$2.58	\$3.13	\$5.46	\$4.99	\$4.00	\$4.00	\$3.59	\$3.86	\$5.71	\$2.54	\$4.72	51.58	\$12,485.00	\$242.05
Total Subscriber References added	\$990.00	\$296.00	\$1,903.00	\$1,701.00	\$1,408.00	\$597.00	\$466.00	\$1,532.00	\$1,367.00	\$1,505.00	\$581.00	\$788.00	13,134	\$12,485.00	\$0.95
Average References added per user	\$41.25	\$8.22	\$20.24	\$12.89	\$12.57	\$7.02	\$10.59	\$11.26	\$14.86	\$13.44	\$11.62	\$27.17	191.13	\$12,485.00	\$65.32

per user
per session
per reference added